A SalesScreen eBook

The Gamification Playbook

SalesScreen

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Intro

In this eBook we will explore gamification and how you can use it to create lasting change in motivation and productivity. Our goal is to give an overview of what gamification is and show how it helps organizations to drive better performance, strengthen company culture and ultimately build happier workplaces.

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01 How gamification works

Gamification is a great tool to bring fun, engagement and motivation into your offices. It can be incredibly effective at boosting cohesion, performance and company culture. It is a brilliant resource to bring together your rockstars, core performers and rookies alike through competitions, leaderboards and other recognition. You can easily track performance on key metrics and build incredible momentum to keep driving forward.

But first, you need a strategy.

Define business objectives

How many calls or emails should each rep be doing?

How many meetings do you need to book?

How many offers should be sent?

What value needs to be reached to achieve revenue targets?
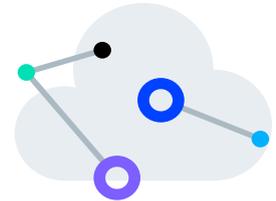
What # of sales?

Set measurable KPIs

Once you know your goals, set benchmarks to measure success.

Ensure that KPIs are realistic and have a clear timeline.

What needs to be achieved to meet business objectives?

Connect systems

How will data be collected and performance tracked?

Will you integrate with your CRM, dialer data or other system?

Will users enter updates manually into SalesScreen?

Determine game elements

Should you create a competition? Team or individual?

Should you celebrate with Milestone Events?

Should you use leaderboards to track results?

Set rewards for achievements

How many XP should be awarded for these tasks?

What badges can be unlocked?

What awards, prizes or incentives are meaningful to your players?

How many salespeople will receive awards or prizes and when?

Begin gameplay

Once targets are set and game is ready, launch!

Keep everyone involved by making it social and fun.

Post status updates and show real-time results on TV.

Track progress

Coach and provide advice to your players so they can learn.

Use the data insights to improve performance.

Make it a collaborative effort.

Use the data to provide feedback

Measure trends to show performance over time.

Adapt your sales process accordingly.

Once you begin to understand what works best, use results for feedback.

Adjust, refine, play again!

Learn how to structure your goals and rewards so that improvements continue.

Change up teams, targets, challenges, etc

Keep it interesting and fun!

Build cohesion, teamwork and company culture with a fun work environment.

Surpass your goals

"
Never stop at good enough when you can be great."

02

6 reasons gamification increases productivity

What is gamification, is it effective for employee engagement, and should you try it?

Most people by now have heard of gamification in some form or another—basically *the use of points, badges, leaderboards, or other elements of what we generally know as "games" in tasks that already exist in order to motivate participation, engagement and loyalty.*

That's pretty straightforward, right? We all have played games at some point in our lives, we all enjoy games and generally speaking we wish the rest of life could be as fun as the games we enjoy most.

But, of course, for some reason there's this idea that "work is not supposed to be fun… if it was fun, you wouldn't get paid to do it." That's simply untrue.

Combining good game mechanics with clearly defined and measurable tasks is a great way to increase awareness, activity, performance and motivation.

The following 10 game mechanics are common in gamification:

- Fast Feedback
- Transparency
- Goals
- Badges
- Leveling Up
- Onboarding
- Competition
- Collaboration
- Community
- Points

> **"** 90% of employees are more productive when they use gamification."

Gamification – a brief example

With the correct combination of leadership and a clear understanding of **what key tasks or activities you want to increase performance on**, it can be relatively easy to turn them into a game if some type of reward is involved.

As one example, let's take contacting people: customers, prospects, anyone. Let's say you are going to contact them by phone or email. Let's say also that you have some clear goal: generate a customer success case, qualify a lead, or simply thank someone for their business.

If you are going to repeat this task day in and day out, **it will eventually get boring** because as humans we just don't care much for repetition. The first few times we do something it's new and exciting but after that it gets routine, stale, dry, and flat out boring.

So, in order to keep it fun, you decide to look at turning these tasks into a game.

“

More than 80% of employees feel that gamification makes them more productive, more engaged and happier.”

Now, in order for this game to be effective, it needs to involve something that the "players" or employees will care about. **Is there some reward?** Is there public praise or recognition involved? Is there some celebration or other incentive for completing the task or being the first one to finish?

Once a clearly defined goal is established and a **meaningful** reward has been set forth, the game is on. But, what does meaningful mean? It means that in order for the players/employees to strive and put forth max effort to achieve this reward it needs to be fun, interesting and fulfil some desire that they have.

As an example for meaningful rewards, let's say I offer up a bottle of wine, a box of chocolates or tickets to a sporting or movie event to the "winners". The winners can be the first one done, everyone who accomplishes the goal in a given time frame, the top 3, and so on. But, if none of them care about movies, wine, chocolates or sports then the incentive will be ineffective because it is meaningless to them.

One general rule of thumb is that **there is no one-size-fits all approach for rewards**. Even if everyone in the office loves chocolate, some will like dark chocolate, some will like milk chocolate, some will want chocolate with candies in it and so on. The better you can do at providing specifically what the "winners" would like as a prize, the more effective a motivator that prize will be.

Done right (*hint: just have simple conversations with your team about what they like*) you can find highly effective motivators that are not expensive.

For some clever and inexpensive rewards ideas, check out our free PDF on 100 ideas to motivate teams.

Obviously, unless gamification is actually increasing activity levels, performance, awareness on goals, or some other clearly measurable business objectives that it's unlikely your boss is going to give the thumbs up to this endeavour.

Luckily, gamification helps with many areas of business performance and here are just a few quick examples:

Ramp up the competition

Everyone likes to compete, right? If someone is next to you on the treadmill, you run a little faster. Likewise, if someone is closing more deals, you're likely to up your game and start calling more customers in order to close more deals.

Why? Because humans are wired for competition.

In a survey of faculty, students, and staff at the Harvard School of Public Health, nearly half of the respondents said **they'd prefer to live in a world where the average salary was $25,000 and they earned $50,000 than one where they earned $100,000 but the average was $200,000.**

Competition is an innate part fo who we are as human beings. From a biological and historical perspective, we've competed since the beginning for everything from food and resources to Olympic games. We are hardwired to compete.

However, keep in mind that when competing small team sizes are more effective. According to the Association for Psychological Science, when there are few competitors, people can experience social-comparison, which fuels motivation to compete.

But as the number of competitors increases, social comparison diminishes, dampening competitive feelings.

*Researchers found that **while one's competitive motivation increases in a small group, it decreases significantly when a few competitors become many.***

So, if you are going to use gamification to increase competitive instincts within your teams, ensure that it is done in small groups in fun ways with motivating rewards or acknowledgement for the finishers.

Make work more fun

Who doesn't want to have more fun at work? Gamification is more than just a game; it allows leaders to leverage intrinsic and extrinsic motivation factors to inspire us to take action because the tasks are interesting and satisfying.

A well-designed gamification plan inspires employees to take action on clearly defined business goals because they are rewarded in ways that are meaningful, such as: recognition, praise, mastery of tasks and celebration of a job well done.

By measuring business impacts of key tasks and supporting the growth, development and improvement of action on these key tasks, gamification is an effective strategy to drive focused activity while also making the repetition of such activities more fun and enjoyable.

Speed up time to mastery

All of us should be striving for mastery in our jobs. Mastery is comprehensive knowledge or skill at something, allowing us to complete large tasks in shorter time with higher levels of quality. In order to achieve mastery, we need to repeat tasks many times over… but repetition is boring and tedious.

So, how can you make it so that attaining mastery becomes simple, interesting, and fun? Turn it into a game.

When people receive recognition, accolades, rewards or other meaningful incentive for completing clearly defined tasks, it inspires better performance and higher motivation, which in turn results in more incentive to keep learning.

So, if you want employees to master specific tasks, then use gamification as a tool to motivate performance on clearly defined objectives. Next thing you know, you'll have an office full of highly motivated rockstars!

Inspire collaboration

Similar to competition, collaboration inspires us to put forth extra effort, but in a slightly different way. Whereas competition pits us against each other–individually or in teams–collaboration sets common goals for a group to achieve together.

Gamification thus helps to build and culture of teamwork and fuels continuous progress for everyone. And since it also increases transparency (everyone can see how everyone is performing, when they complete tasks, make a sale, etc.), people are more likely to converse about theirs and others activities and contribute relevant knowledge whenever possible.

For example, say one of your co-workers makes a sale with an important client. You happen to have some insight about that particular client that can help to nurture the relationship moving forward, so you head over to their desk and fill them in on what you know. ***Not only does this foster relationships within the office, it also helps to prevent churn and ultimately benefits the company bottom line.***

Designate goals

There is a reason why so many people set goals when they want to achieve something. It inspires motivation and holds them more accountable in the completion of tasks. However, it is also common to abandon goals due to lack of clarity, specificity and frustration.

Sales gamification makes goal-setting simple and targets explicit, which greatly increases the likelihood of accomplishing–and surpassing–both individual, team and company goals.

Specific, measurable goals with a time-constraint are proven to be the most effective. With gamification tools, you can easily implement assessable targets and indicate time limits–you can also set up recurring goals, for example weekly or monthly budgets.

Provide instant feedback

With millennials making up a large majority of the workforce, it is no wonder that the availability of real-time data and frequent, immediate feedback from managers has become a must for any successful organization.

Instant feedback gives people the opportunity to understand how they are performing and subsequently adapt their behavior if need be. If they are performing well they can celebrate and continue to progress, and if they are performing poorly they can quickly course-correct and identify patterns that could help them to improve in the future.

Either way, employees have control and ownership over their performance and this will likely result in happier and more productive workers.
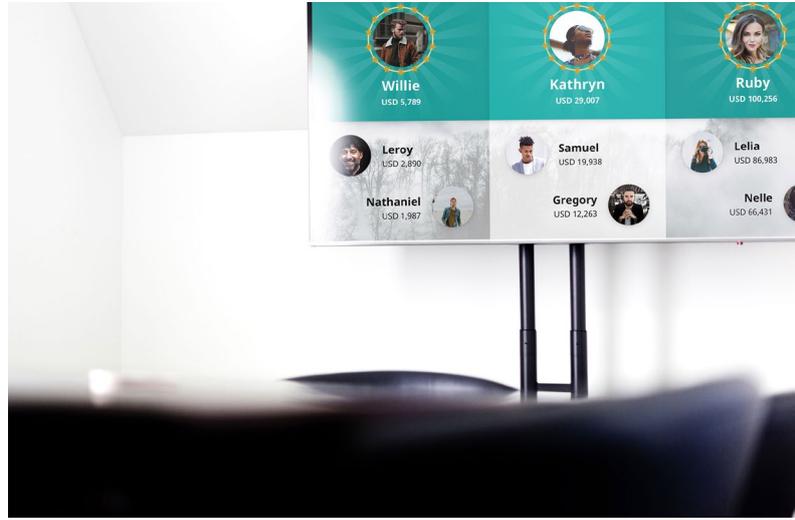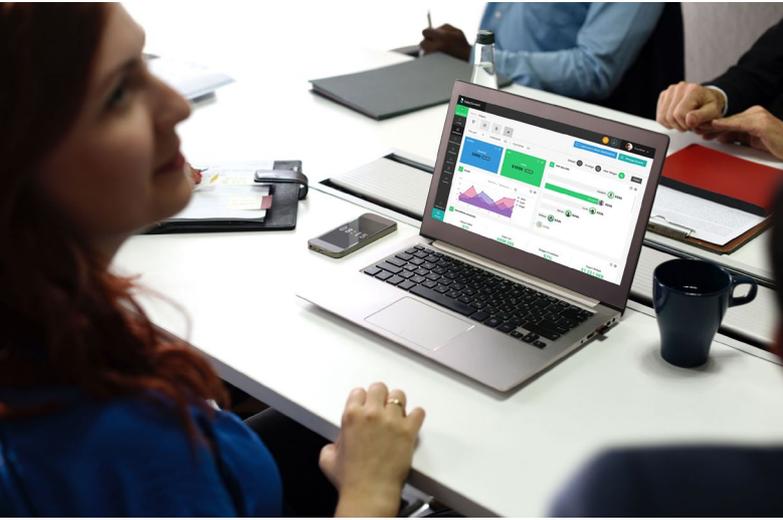
03 Why SalesScreen is an effective gamification tool

In today's hectic and fragmented workplace, the outdated motivational techniques just don't drive results. Managers are busier than ever before and most training and incentive programs are time consuming and can be expensive and difficult to measure properly. This leaves both employees and managers in a downward spiral as motivation sags–they try again to boost it with outdated techniques, and it just doesn't work.

Then, they decide it's just not worth the time and effort, so they stop running them. Shortly after, company culture begins to crumble and what used to be a fun sales environment begins to fall apart.

Instead, using a simple, effective gamification solution can greatly improve a manager's ability to quickly define targets, visualize data, measure performance, run contests, recognize achievements and celebrate appropriately. Motivating people to achieve or surpass their goals shouldn't be exhausting. It should be quick, simple and effective.

That's where SalesScreen comes in.
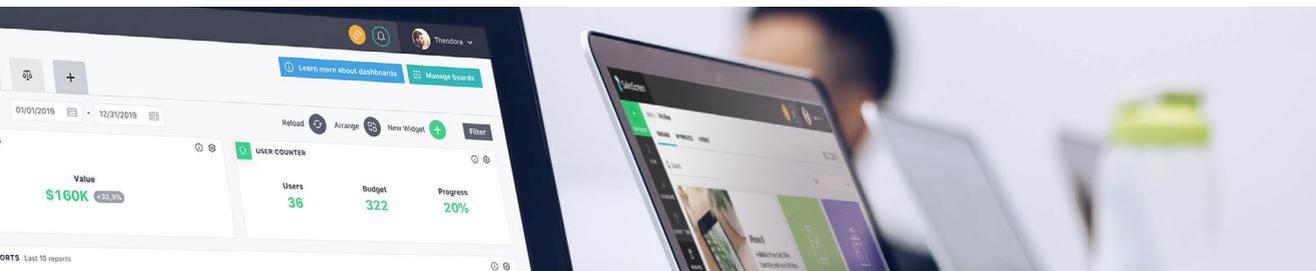
It's customizable

Our users can customize practically every feature of the software to fit their specific needs. Whether it's setting customized teams for competitions, setting goals around specific performance metrics, choosing what milestones they want to celebrate on their TV's, or choosing which KPIs to display and how to display that data, our customers can control it all.

Basically, we put all of the power in the sales leaders' hands to set and customize the system as they see fit to motivate their teams.

> " On average, those using data visualization tools report it would take an average of **9 hours** longer to see patterns, trends and correlations in their company's data than without data visualization." – SAP

It's visual

One of the most powerful features of SalesScreen is the data visualization. Personalized dashboards present individual, team and company data in a bright, colorful and easy-to-interpret way.

And when you are able to see your results laid out in front of you, you are able to glean important information about how you are performing and use that to improve in the future.

It's easy to use

Gamification is great, but if it is too complicated and time-consuming to maintain, many managers simply do not have the time to keep it up. SalesScreen makes creating dashboards, running contests, recognizing achievements and highlighting top performers quick, easy and cost-effective.

With customizable templates, automatic data-entry and CRM integration, it is a breeze for managers to make updates and monitor results.

Summary

Gamification is a dynamic tool that organizations can use to boost motivation, drive performance on key targets and build strong company cultures. Of course, like most organizational tools, it is not effective without a thoughtful strategy in place–and a sustainable way to maintain it.

SalesScreen provides an effective platform for using gamification in your organization, so that you can reap the benefits and make work more enjoyable for managers and employees alike.

To learn more, check out this **video** or **try SalesScreen** today!